

For Immediate Release

Media Contact: Matt Lauer, 202-683-3127

Mexican Tourism Secretary reassures U.S. travelers about safety in Mexico

MEXICO CITY, August 31, 2011 — The following is being released today by Marca País – Imagen de México:

In a recent interview with the Washington Post, Secretary of Tourism Gloria Guevara Manzo vouched for the safety of tourist destinations in Mexico, and encouraged visitors from the United States to enjoy the best of what Mexico has to offer.

Regarding the reports of violence, Guevara pointed out that when there are increased reports of violence in the U.S., the cities are specifically reported, discouraging beliefs that violence as a whole has increased in the entire country. Secretary Guevara said, “For us in Mexico, when we talk about the U.S., we don’t say the U.S., we say Orlando, L.A., Washington. If something happened last week, if there was a shooting in East L.A., does that mean you can’t go to Washington? Of course not.”

According to Guevara, out of more than 2500 counties in Mexico only 80 are prone to violence, dismissing media claims that the entire state has seen an increase in drug-related violent activity. Guevara also notes that 90 percent of Americans go to six destinations in Mexico, none of which are included in the 80 troubled counties.

As with any tourist in any new destination, Guevara recommends visitors carry a map to avoid being lost in unfamiliar territory. She also recommends that visitors explore outside of the typical destinations, suggesting Huatulco and Oaxaca for a more traditional Mexican cultural experience, or Campeche for those interested in the Mayan culture.

#

This press release is being distributed by Qorvis Communications on behalf of Marca País – Imagen de México. Additional information is available at the Department of Justice in Washington, D.C.

2011 SEP -2 AM 10:32